







TAFT BUYS MURPHY'S STOCK club, he is automatically dropped as

President of Chicago Nationals Resigns Presidency of Cubs.

QUITS AS DIRECTOR OF LEAGUE Brother of Former President of the

United States Purchases All Holdings of Obstreperous Boss.

CINCINNATI, O., Feb. 22.-As a sequel to the recent deposing of John Evers as manager of the Chicago National league club, Charles W. Murphy, president of that club, yesterday resigned as president sold his stock and severed his connection with the Cubs. Mr. Murphy is likewise no longer a director of the National league. His holdings in the Chicago club have been purchased by Charles P. Taft,

brother of former President Taft.

The resignation of Murphy from Na tional league base ball was announced following a meeting between Governor John K. Tener of Pennsylvania, president of the National league, Charles P. Taft of this city, Harry Ackerland of Pittsburgh, a stockholder of the Chicago club and John Conway Toole, a director of the Boston National league club and legal adviser to the National league. Comes After Conference.

The withdrawal of Murphy came after a four hours' conference and solved a situation that had grown decidedly delicate in National league circles. While the conference was in session the presidents of seven National league clubs were also meeting and discussing the possi-bility of an amicable adjustment of the

greement with James Gaffney of the the club." Boston club whereby Evers was to go to ton in exchange for Pitcher Perdue

When Evers heard of the trade he rein exchange for him. After a promise had been obtained from the National league to this effect he agreed to play with Gaffney's team and it was then the sensational development reported at the offer to buy him out.

Not Entirely Unexpected. except President Tener knew the purpose ne of the special meeting, although it was Neither would Murphy say what would

The retirement of Murphy in the man Sunced means that he is not only out of the Chicago club, but also out of organized base ball insofar as the major

Further than acknowledging that he esident Tener, in commenting

"I cannot add anything, other than to

Harry Ackeriand said: "I still retain my interest in the Chi-

continue to do so. I was present at the All But One of Navy eting only because I was a stocksider of the Chicago club, and further than this I can say nothing. Won't Venture Opinion When approached as to who the next

president of the club would be Mr. Taft had nothing to say, while Mr. Ackerland until a meeting of the directors of the club is held, which he predicted val academy yesterday. would be at an early date. Mr. Acker-

had pulled the National league out of an was won by thirty-four points to twenty extremely delicate situation.

Seven Await Word. ceting of presidents of clubs of the National league, Chicago excepted. developed early into a mere discussion while the seven men awaited word from of the purchasing of Mr. Murphy's stock. of St. Louis, 15-3, 7-15, 19-13, 15-12 pared to leave this city at once.

When asked when the resignation of Murphy would be acted upon by the championship on Monday. board of directors President Tener said:

ber of the board of directors.

Rumor Concerning Chance. A rumor gained circulation that Frank Chance would be permitted to purchase stock in the club and return to the Cubs. but this was emphatically denied by Harry Ackerland, who said:

"Chance has a five-year contract with he New York American league club and I believe I could not figure out a way to bring him back to Chicago, even though my associates in the club should desirthe move. The matter, however, has never entered my mind."

When asked whether he could predict who might be the next president of the Cubs. Ackerland said: "I am not a mind reader."

Owing to the postponement of the meeting of the board of directors tonight the status of Johnny Evers remains the same and his case will come up at the next meeting, which probably will be held within the next week.

While it is believed that matters pertaining to the Federal league were discussed during the meeting of the presi- letics three years, having played base dents no announcement of any action taken was made.

Murphy is Happy. CHICAGO, Feb. 22.-"I sold out at " clock over the long distance telephone, Charles W. Murphy said in confirming his retirement from organized base ball. "Mr. Taft offered me more money than I ever thought was in the world for my 53 per cent of the Cube' stock and I accepted without quibbling. I am forever through with professional base ball, its controversies and squabbles. I'm the happiest man in the world tonight." Murphy would not give the price for

which he sold the controlling interest of "Mr. Taft can tell if he wishes to." awarded letters. Murphy said. "The transaction is closed

and I have nothing more to say about it, and I have nothing more to say about it. Iowa Wrestlers Take Murphy denied that an offer to buy him out was made at the last meeting of the National league. He said his retire

ment from the game, "might have been discussed at the time." Negotiations for tions and announced that he would not the purchase of his interest began soon allow himself to be traded or sold if after the club owners adjourned, he said. Makes Admission. Murphy admitted that the storm of

that steps were taken which led up to ager Evers," might have precipitated,"

"It might have some bearing on the case," he said, and evaded further The change in regard to Murphy was questioning on circumstances which not entirely unexpected, inasmuch as a brought out the deal. He did not want to few days ago President Tener called a discuss it, saying he was happier than he special meeting of not only the board had been for twenty years, and as long of directors of the National league, but as he had washed his hands of the game ently none of the members of the league he wished to forget any of its unpleasant-

generally understood that the Evers case become of the threatened suit for damage would be the principal subject of dis- against President Johnson of the Americussion. The amount of money that will can league for Johnson's alleged efforts change hands in the deal was not an- to oust him from the National league. "I am through with base ball," reiterated.

A Tremendous Belief. "It is a tremendous relief to set the OLD-TIME RACERS MAY responsibility of the Cubs off my hands," Murphy said. "This has been a strenuous winter season, between the Federal league and the bickerings of owners of 'organ had purchased the stock of Murphy in ized clubs. I will try and forget it all, the Chicago club, Charles P. Taft would and right now am at peace with all the Secretaries and representatives from world. I have made my pile and I have twenty-five fairs and expositions have quit work for all time. I wish Mr. Taft just concluded a meeting with the attracthe best of success,

Murphy said the Chicago National ation of Fairs and Expositions at Chi say that as far as I know Mr. Taft is league club had done better than any cago. Secretary W. R. Mellor, who has not associated with anyone else in the other club had done better than any caso. Secretary W. R. Mellor, who has purchase of Murphy's stock." It, but would not say how much it had State Board of Agriculture.

Teams Are Victorious home, Missouri, Kansas and South Da.

ANNAPOLIS, Md., Feb. 22.-Cornell's wrestling team, Pennsylvania's gymnasium, Georgetown's basket ball quintet radical changes were made in the rules said the man probably would not be and Baltimore City college's swimming The practical effect of these changes will team were defeated by teams of the Na- be to allow "some of the old-timers to

The only navy team that lost was land would not venture an opinion as to the fencing squad, which was defeated. whom he favored or thought would be seven bouts to two, by the foliamen of the New York Athletic club,

The presidents of the various clubs of The midshipmen won six of the seven the National league were almost unani- wrestling bouts, making a total of are not barred. mous tonight in their praise for Governor twenty-seven points to Cornell's four, on John K. Tener, who, one of them, acting a basis of five for a fall and four for a as a semi-spokesman for the party, said decision on points. The symnasium meet ord of any race in which the horse was

OSBORNE DEFEATS DAVIS IN SEMI-FINAL MATCH

BOSTON, Feb. 22.-In the first match President Tener as to the outcome of his in the semi-finals for the national single polan Athletic club in a fast basket bal conference with Mr. Taft, and they ad-racquet championship yesterday, C. G. Os. same at the Young Men's Christian as journed immediately upon receiving word borne of Chicago defeated Dwight Davis sociation gymnasium, 21 to 18, Joe Moran Holland and Vicory, starred for the Re It was proposed to hold a meeting of in the second contest Lawrence Water-the board of directors later, but this was bury of New York, the 1913 champion, de-abandoned and a majority of them pre-feated H. F. McCormick of Chicago, 7-15, serves will play the Young Men's Chris-15-17, 15-11, 15-12, 15-12.

CAPTAIN TOWLE INELIGIBLE Hawkeye Basket Ball Players Lose Missouri Valley Committee Bars to Northwestern Husker Foot Ball Star.

gaged in Athletics Three Years

and Foot Ball Career is

Ended.

ley committee composed of representa-

captain at the conclusion of the 1913 sea-

son, but his eligibility was questioned

and it was decided to refer the matter to

fall, seems to be the probable choice.

Four Bouts on Mat

Nebraskan to win his match, defeating

Wins Annual "Round

Robin" Tournament

PINEHURST, N. C., Feb. 22.-C. L.

'round robin" golf tournament here, de-

RETURN UNDER RULING

(From a Staff Correspondent.)

tions committee of the American Associ-

Twenty-five fairs were on the lookou

for standard attractions. Among them

were Iowa, Minnesota, Wisconsin, Illipois, Indiana, Tennessee, Texas, Okla-

homa, Missouri, Kansas and South Da-

tionally critical and the retractions were

The American Trotting association held

Horses with records on the mile track

Only the winning horse of a race maker

a record under the revised rules. Others

has a right to the elimination of any rec

ATHLETIC RESERVES AGAIN

WALLOP THE THORPEIANS

THORPEIANS.

The Athletics again walloped the Thor

were allowed the benefit of four seconds

a meeting Monday and Tuesday. Some

carefully scrutinized

on the half-mile track.

class B. The summary:

RESERVES.

come back."

Waterbury will play Osborne for the stitute for the championship of Omaha

in the second gross flight.

university athletics.

WORK ON DIAMOND DOES IT IOWA CITY, Is., Feb. 22.-(Special Telegram.)—Iowa lost a miserable game of preme court. Judge Pemberton of the dis-basket ball to Northwestern last night, trict court Friday dissolved the restrain-Committee Holds He Has Been En by the score of 34 to 23. The visiting ing order which stopped Sheriff Schiek team outplayed the Hawkeyes \$t gvery stage of the game and was never in the judgment and appeal was taken to the danger after the first basket had been supreme court. Mrs. Colman was given LINCOLN, Neb., Feb. 22.-The athletic eligibility committee of the Misseuri val-

tives of Kaness, Missouri and Ames in a in the week. G. Whittle was the life report last night to the athletic board of of the visitors' game, repeatedly breakthe University of Nebraska declared Max ing up the Iowa plays and starting the Towle, quarterback and captain of the ball back down the floor. Grissel led 1914 team, to be ineligible to engage in the Iowa team in scoring, while Jacobsen's general play was good.

The report, which is made by Chairman Beyer of Ames, says the records go to show that Towle has engaged in ath-The Iowa team braced in the second period and played an even game. The first half ended 20 to 5. Lineup: ball prior to appearing in the foot hall

first half ended 20 to 5. Lineup:

NORTHWESTN. | IOWA. |
H. Whittle R.F. L.F. | Fields |
Ellis L.F. | R.F. | Nevis |
G. Whittle C. C. | Grissel |
Aldrich R.G. | L.G. | Jacobsen |
Vehe L.G. R.G. | Parsons |
Substitue: Von Lackum. Field goals: |
Aldrich (4), G. Whittle (3), Ellis (5), |
Grissel (5), Jacobsen (2). Nevis (2). Free |
throws: Whittle (6), Nevis (2). Free |
throws: Whittle (6), Nevis (2). Field |
referee: Hodges, Dartmouth. Umpire: |
Birch, Earlham. Time of halves, 2) | the Nebraska foot ball squad, was elected The report will be made public at the

York High Is Victorious.
YORK, Neb., Feb. 22.—(Special Telegram.)—York High school basket ball team defeated Broken Bow, 37 to 22. regular meeting of the athletic board next Monday afternoon. Halligan, who is playing his third year of foot ball next The team on which Towle played base ball never scheduled any games with out-

TILDEN, Neb., Feb. 22.—(Special Tel
Syram.)—lows defeated Nebraska last egram.)—Iowa defeated Nebraska tast night, in the annual wrestling tournament, the Iowans capturing four events and Nebraska one. Pascal was the only Nebraska one. Pascal was the only valley basket ball league.

Army Beats Pratt.

York Girls Win. YORK, Neb., Feb. 22.—(Special Telegram.)—The York High school girls defeated the Central City girls in a game of basket ball last evening, 23 to 12.

Sick Two Years with Indigestion Becker, Woodland, won the annual "Two years ago I was greatly benefited through using two or three bottles of feating Pariser W. Whittemore, Brook-Chamberlain's Tablets," writes Mrs. S. line, 1 up. Whittemore's medal score was A. Keller, Elida, Ohio. "Before taking 70, while Becker's card was one stroke them I was sick for two years with inhigher. W. E. Truesdale, Fox Hills, and digestion." Sold by all dealers.-Adver-Robert Hunter, Waeburn, were leaders tisement.

Browns vs. Athletics. Manager Rickey has seventeen college players on his roster. He's trying to best Connie Mack.

LOEPER LIQUOR DAMAGE CASE IS AGAIN APPEALED

BEATRICE, Neb., Feb. 22 -(Special.)-The damage case of Cora Colman against REPORT OF CLEARING HOUSE Albert Loeper, who is alleged to have deing him liquors, will go again to the sufrom selling the Loeper farm to satisfy judgment of \$5,500 against Loeper, who resides near Diller, in the district court ing to show the form displayed earlier in March, 1911. Loeper appealed to the supreme court, which affirmed the judgment in September, 1913. In December 1913, an execution was issued and Loeper's farm was levied upon. Loeper now alleges that Mrs. Colman's testimony was ment can be proved if the supreme court gives him a new trial.

> TABLE ROCK, Neb., Feb. 23.-(Spe clal.)-Yesterday was the twentleth wedding anniversary of Mr. and Mrs. George E. Bedea, living between two and three miles northeast of town. The Degree of are prominent members, drove out there forty and spent the day in pleasant man-

Dom Mertes, and Miss Lena Zelenks, daughter of Mr. and Mrs. Albert Zelenka. united in marriage at the Catholic Reneau ... L.F. L.F. ... Olmstead church by Rev. Father Hassler. They Humphrey .R.F. R.F. ... Cox Hennis ... C.C. ... Connelly Predmore ... L.G. L.G. ... Miller Crawford .R.G. R.G. ... Stoner Substitutes: York, Trauger, Davidson and Osborne.

Bub Rev. Father Hassler. They left immediately for a trip to Lincoln the transfer of the trip to Lincoln the trip the trip to Lincoln the trip to Lincoln the trip the trip to Lincoln the trip to Lincoln the trip the trip to Lincoln the trip th

the vicinity of Dubois, were married on

Drexill Hotel Sold. AUBURN, Neb., Feb. 22.-(Special.)-A deal has just been closed whereby Herman Drexill sells to Warren L. Rousfield. the Drexill hotel, the leading hotel,

Hyman in the 125-pound class. Gran won from Gans in the 146-pound class, Hobbert from Gunther in the 145-pound and persons here for the holiday sports and persons here for the holiday sports and festivities watched the United States will be entirely renovated, and sevent, Gilliland from Balls in the 165-pound class and Barron defeated Kruse in the heavyweight event.

Army Beats Pratt.

Possession is to be given March 1, and the hotel will be entirely renovated, and new fixtures and furniture will be put in the heavyweight event.

The army's "Peebe" team it. The cause of the change is on account of Mr. Drexill's health. Drexill and swamped the Garden Athletic club of Cornwall by 32 to 10. ultimately to Omaha.

Humboldt May Pave Streets. HUMBOLDT, Neb., Feb. 22 .- (Special.)-The agitation for paving the public square of Humboldt may result before many months has elapsed in seeing the work going on. The matter is now claiming the attention of the Commercial club.

Mrs. Hattle Shidner. STROMSBURG, Neb., Feb. 22,-(Special.) Mrs. Hattle Shidner, wife of Andrew J. Shidner, died Saturday at her home four miles southeast of this city at the age of 55 years. Mrs Shidner was born in Bu-

braska in 1886 from Washington, Ill., and has made her home here ever since. She leaves the husband and two sons and three daughters. Funeral will be held Monday.

bauched the plaintiff's husband by sell- Transactions of Associate dBanks

Transactions of Associate dBanks
for the Week.

NEW YORK, Feb. 22.—Bank clearings
in the United States for the week ending
February 19, as reported to Bradstreet's
Journal, New York, aggregate \$3,435,349,000,
against \$2,529,874,000 last week and \$3,733,
354,000 in this week last year. Canadian
clearings aggregate \$144,482,000 as against
\$146,582,000 last week and \$167,101,000 in this
week last year. Following are the returns
for this week, with percentages of change
from this week last year:

tom time when their	2.000	-	_
CITIES.	Amount.	Inc.	Dec.
Yew York	\$1,949,025,000		10.8
hicago	361,977,000	4.0	
hiladelphia	178,181,000	.2	
BORTON	149,654,000		24.7
t. Louis	77,329,000		9.5
ittsburgh	52,641,000		10.6
Cansas City	51,782,000	*****	6.9
an Francisco	59,177,000		
Baltimore	33,608,000	*****	17.0
Detroit	33,420,000	17.5	10.7
lincinnati	24,757,000		10.7
dinneapolis	24,939,000		.6
lleveland	22,682,000		- 42
lleveland	26,831,000	*****	6.0
New Orleans	18,443,000	*****	2.1
MAHA	17,358,000	3,4	*****
dilwaukee	23,108,000		*****
tlanta	15,367,000		1 . 7
ouisville	17,142,000	3.4	
Seattle	13,452,000	*****	.9
Suffalo	12,813,000	*****	8.0
Portland, Ore	13,061,000		
E Paul	11,504,000	11.2	*****
Jenver	8,840,000	******	8.5
ndianapolis	8,672,000		14.3
Providence	8,162,000		9.6
demphis	7,203,000		18.8
Richmond	7,959,000		3.0
Fort Worth	8,360,000		.8
st. Joseph	7,676,000		13.8
Washington, D. C	6,891,000		8.6
Vanhvilla	7.062.000	960826	2.2
Albany	6,919,000	2.1	· · · · ·
Columbus	7,393,000	19.1	
Albany	6,473,000		
	5-126-000	93.3	
Toledo	5,492,000 5,825,000 5,864,000		
Des Moines	5,325,000	4	
Des Moines	5,364,000		7.4
fartford	5,514,000	8.6	******
Duluth	3,488,000		1.7
Spokane	4,296,000	1.7	
Norfolk	4,200,000	4.5	
Macon	4,160,000		*****
Peoria	3,321,000	******	17.2
akland	4,051,000	*****	8.9
loux City	3,249,000		******
acksonville, Fla	3,418,000	*****	5.7
	3,042,000	2.7	******
Vichita	2,949,000		20,2
Frand Rapids	4,056,000	10.8	*****
Vichita Frand Rapids New Haven	3,398,000	10.9	
A SECTION CONTRACTOR OF STATE	30 A 175 C B 4 300 CO.	2.6	
cranton	3,191,000		8.6
pringfield, Mass	2,583.000		16.3
A OLCGREGE STORTS	2,400,000		21.1
lan Diego	2,523,000	*****	26.3
acoma	2,393,000		16.0
hattanooga ayton little Rock	2,503,000		9.3
myton	2,315,000		******
ditte Rock	2,495,000		
wateenng	2,359,000	6.2	14.3
Augusta, Ga	1,936,000	6.2	*****
acramento	2,136.000	10.0	
Portland, Me	1,829,000	******	5.2
harleston, S. C	2,287.000	26.4	*****
ancoin	1,764,000	******	4.7
renton	2,907,000		*****
Reading	1,285,000		*****
kron	1,479,000		34.3
okiahoma	1,995,000	16.1	
Vilmington, Del	1,209.000		31.7
Copeka	1,801,000		.6
Cnoxyille	1,892,000 1,945,000	13.0	
edar Rapids	1,945,000	4.7	225000
ancaster			20.6
oungstown	1.180,000		35.0
Wilkesbarre	1,428 000		
Vaterioo	1,546,000		
Davenport	1.272,000	W 627 CO	7.0

Evansville	1,219,000	3.6	
Fall River	1,199,000		
Tulsa		7.68	
Springfield, Ill	1,222,000		
New Bedford	1,167,000		****
Columbia	993,000		14.0
Helena		00 A	
Erie	1,004,000		9.7
Rockford			
York		*****	4.2
Muskogee	946,000	94.0	
Lexington	564,000		
Description			9410
Stockton	1,003,000		*****
Quincy	903,000		*****
Sioux Fails	922,000		*****
Roise	608,000	*****	3.4
Kalamazoo	705,000	*****	19.1
Springfield, O	730,000	13.1	1111 Ta
Bloomington	727,000	*****	4.8
Ogden	812,000	-219	
Chester	795,000		*****
Binghamton	741,000		. 9
South Bend	647,000	STEERS	
Lowell	650,000		*****
Decatur	553,000	*****	14.7
Fargo	473,000	19.1	
Mansfield			
Inckson, Miss	408,000		35.1
Fremont	325,000		2.4
Jacksonville. III			30.0
Vicksburg	308,600	14.0	
31Auntin	4,405,000		
Harrisburg	1,375,000	20000	200000
Houston	9,685,000		400000
"Calveston	19,664,600	******	10.7
Total II e			
Total U. S Total outside N. Y.	\$3,476,749,000	*****	8.0
Total outside N. Y.	\$1,487,824,000	+****	3.9
" Not included in t	otals becaus	e cor	tain-
ing other items than	clearings.	TMR	de up
on new basis. § No	Included	in to	otals;
comparisons incomp	tete. Last	weel	C.B.
The second secon			
EXCISE ROARD	REFIICE	C	

EXCISE BOARD REFUSES LICENSE TO SALOON MAN

City commissioners, sitting as an excise board, refused a permit to Andrew G. Erickson to operate a saloon at 524 North Sixteenth street. A protest had been made by the Anti-Saloon league. The resolution passed by the commissioners said that the location was not a proper place for a saloon; that the saloon had been operated last year in a disor derly manner and that no license to any

applicant would be granted. Attorneys for Erickson gave no notice of appeal. The entire afternoon was taken up with the hearing of evidence, several witnesses being examined This concludes the saloon license grant

ing this year, except certain cases which have been appealed.

Cook Will Name Delegates. PLATTSMOUTH, Neb., Feb. 22.-(Speclal.)—At the regular meeting of Murray camp No. 1856, Modern Woodmen of America, delegates were elected to attend the county convention to be held in this city on April I and the following resolu-

ions were unanimously adopted: Whereas, We believe the actions of the present head officers of the Modern Woodmen of America during the last two years have been detrimental to the membership of the society, and by their conduct during the present rate controversy they have forfeited all claim to our respect and support; therefore, be it.

Resolved. That we are opposed to the re-election of any of the present head officers, and we hereby instruct the delegates elected to represent this camp in county convention, to support such delesates to the state overvention as are in harmony with these resolutions.

Reports from the different companies.

Reports from the different camps in his county indicate that Dr. E. W. Cook, state medical examiner, in county convention, will be permitted to select the delegates to attend the state convention reau county, Illinois, and came to Ne- Davenport 1,272,000 7.6 to be held in Hastings on June 6.

live. It carries the news of

the town into the home of

"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, (Box 82, Buffalo, N. Y.)

"The Newspaper Habit"

"The newspaper habit" is an American habit. In the old world countries newspaper reading is confined to the educated and prosperous few. If you step into a street car in the average American city you will see a sight that cannot be seen in any other country on the globe-every individual intently devouring the contents of a newspaper. The newspaper is their only source of information on all the interests and activities of life.

constant pounding that wears away the barriers of doubt and indifference. It is the frequent repetition of names and products that indelibly impresses them upon human memeory and finally creates a favorable attitude toward the products advertised. The repetition of selling arguments is the life of advertising. Suppose a manufacturer or merchant has an important announcement to make regarding a commodity. He very carefully and laboriously groups the argument in logical sequence, presenting a compact, complete presentation of his proposition. It is the result of much study and revision. The advertisement is surely a work of art. In order to get in all the selling arguments he finds he will need a half page in the newspaper. He concludes to make "a complete job of it," so he runs it one time on a half page and pays for it what he thinks is a big investment in publicity. Of course he accomplishes

nothing. He has followed the example of the small boy who touched off a wagon load of fireworks all at once. He has made a "flash." As a display of publicity pyrotechnics it is dazzling, but it is not advertising. It is contrary to the most elementary principles of adver-

ment at a time and hammered it home from day to day through constant iteration and reiteration. One-time advertising or "spasmodic advertising" is a waste of money no matter how large the space or how compactly it is filled. It is constant repetition that gradually fixes a trade-mark or firm name in the human mind, and it is constant repetition that associates certain qualities and uses with that trade-mark or name. Now, if advertising is rep-

etition of selling arguments, then the newspaper is an advertising medium par excellence, for it permits of daily repetition in a vehicle that sustains intimate relation to the home. It comes into the family circle every morning or every evening. It knows your friends and your neighbor's friends. It chronicles events and activities that are closely related to their interests. Its columns pulsate with the social and industrial life of the community in which your customers

the dealer who sells your goods. Enterprise is a contagious thing and if your dealer sees your advertisement in his home paper every day, it awakens in him a spirit of co-operation. He finds himself unconsciously absorbing your selling arguments until he can talk the product as well as you can. The newspaper has chronicled the doings of his family for generations. The files of the paper contain his family history, the weddings, the deaths, the anniversaries. It is his source of information regarding his party, his church, his lodge. It is because of this intimate relation to the home that the newspaper occupies a field of its own as a medium, indispensable to the advertiser who must have a wide distribution for his products in order to secure the volume of business that will yield a profit on his investment.

TRUMAN A. DeWEESE.

In advertising it is the

tising.

If he had understood the art of advertising he would have taken one selling argu-